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**Joni (Rafalski) Hoadley** · 3rd

I coach product leaders, product managers, and aspiring product managers on how to grow their PM careers.

Santa Barbara, California · 500+ connections · [Contact info](#)[Message](#)[More...](#)**Elite Product Management Coaching****Indiana University Bloomington****Highlights****Reach out to Joni for...**

Paid consulting, Advising companies.

[Message Joni](#)**About**I'm on a mission to share ideas, resources, and coaching to help people start, grow, and accelerate their product management careers.  
... see more**Featured****Interview with Joni Hoadley - 100 Product Managers Podcast**  
100 Product Managers

The only podcast where we interview over 100 active product managers from startup to enterprise to dig deep into the day-to-day responsibilities of a PM and what it takes to make it in the industry.

**Activity**

1,087 followers

[See all](#)**Congratulations, Michelle!!!**

Joni commented

**I was literally just talking to someone about 'mom guilt' and then I saw yo...**

Joni commented

**Wow, I'd love to be a fly on the wall at this company. Imagine being a product...**Joni shared this  
2 Reactions**Congrats!**

Joni commented

**Experience****Product Management Coach and Advisor**

Elite Product Management Coaching

Dec 2017 – Present · 2 yrs 11 mos

Santa Barbara, California Area

I love helping people who love creating products! I teach founders, product leaders, and product

**Promoted****The Berkeley MBA**

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I help women end the pressure to drive...

**Vidya Srinivasan**

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Senior PM, Product &amp; Growth @ Microsoft Tea...

**Maurice Leacock (he/him)**

· 3rd

Technical Product Management | Innovatio...

**Lulu Bai**

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Product @ Lightstep

**Nicole Mesko**

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Strategic Program Manager | Aspiring...

[Show more](#)**People You May Know****Carlos A. Rodriguez**  
Patent Litigation Attorney**Rachel Aripez**  
Executive Legal Secretary at Quinn Emanuel**Hallie Bezner**  
Criminal Defense Attorney**Valerie Lozano**  
Partner at Quinn Emanuel**Esther Berthon**  
UX Research Lead at DoorDash[Show more](#)**LEARNING**

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With more than twenty years of experience in product management, I'm following my passion of helping people grow and accelerate their careers in product management. My specialties include:

- igniting the PM function within your company
- facilitating the discovery process to help you figure out what products to create ...see more



A simple guide to the product discovery...



Four Steps to Creating a Strategy-Based Roadmap



#### Mentor

Nex Cubed

Apr 2019 – Present · 1 yr 7 mos

Working 1:1 with early-stage entrepreneurs to set them up for success. Nex3 empowers bold entrepreneurs to bring new technologies to market, helps rising companies scale, and provides paths to liquidity – the power of three.



#### Principal Product Manager

Sonos, Inc.

Dec 2005 – Jul 2017 · 11 yrs 8 mos

Santa Barbara, California Area

Transforming how consumers listen to music in their homes by creating innovative and easy to use products for Sonos, I spent nearly 12 years helping to grow the business and scaling how the organization created innovative products that customers love.

- Defined product strategies and roadmaps for a cross-platform, smart-home sound system
- Directed a cross-functional product group that included 3 teams of product managers, software developers, user experience designers and testers
- Spearheaded the creation and 3 major redesigns of the Sonos apps which transformed how customers listen to music in their homes
- Pioneered a ground-breaking retail experience which resulted in an innovative technology platform that scaled for multiple other retail environments, such as Apple
- Increased Net Promoter Score (NPS) by 10% by partnering with several strategic music partners such as Spotify and Apple on technically complex product integrations

see less



Inside Sonos' First-Ever Retail Store in NYC



Take a Look At Sonos' Upcoming iPad Music...



#### Senior Product Manager

MusicMatch (acquired by Yahoo)

May 2002 – Sep 2004 · 2 yrs 5 mos

Greater San Diego Area

- Responsible for the MusicMatch Jukebox Plus, a digital music application which won PC Magazine Editor's Choice award for 5 consecutive years
- Defined product strategy, roadmaps, and requirements with a strong focus on consumer needs
- Developed a process for real-time measurement of the product's Net Promoter Score ...see more



#### Senior Product Manager

America Online, Inc.

May 1999 – May 2002 · 3 yrs 1 mo

San Francisco Bay Area

- Oversaw the AOL Media Player and AOL's subscription-based streaming music service
- Defined product strategy, roadmaps, and requirements, as well as leading cross-functional teams in effective product launches
- Formulated the personalization strategy across suite of music products ...see more

Show 3 more experiences

#### Education



Indiana University Bloomington

B.A., Germanic Studies and Political Science (double major)

#### Licenses & certifications



Certified Product Owner

Scrum, Inc.

Certified Scrum Master



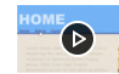
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#### Promoted



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Scrum, Inc.

## Volunteer Experience



### Board Member

Santa Barbara Family YMCA

Jan 2019 – Present • 1 yr 10 mos  
Health



### Mentor

UCSB Technology Management Program

Nov 2018 – Present • 2 yrs  
Education



### Member

Women's Fund of Santa Barbara

[Show 1 more experience](#) ▾



## Recommendations

**Received (4)**

Given (7)

**Raja Subramoni**

I have had the pleasure of working with Joni on two separate

Strategy · 22



Endorsed by Raja Subramoni, who is highly skilled  
at this



Endorsed by 17 of Joni's colleagues at Sonos, Inc.

[Show more](#) ▾

## Recommendations

**Received (4)**

Given (7)



**Raja Subramoni**

Experienced Marketing  
Executive, Advisor, Professor,  
and Mentor

July 26, 2018, Raja worked with  
Joni in different groups

I have had the pleasure of working with Joni on two separate occasions - first at Sonos and then later at TrackR. At Sonos, she and I worked very closely over a number of years on a series of different SW related projects. It was clear from the start that Joni's combination of business smarts, tech knowledge and u... See more



**Ben Smith**

Was Product and Business  
leader, now Kibitzer, Golfer,  
Skier, Home Chef, Family  
Man.

April 19, 2017, Ben managed Joni  
directly

I really enjoyed working with Joni at Sonos and have a tremendous respect for her product management skills and cross-team leadership abilities. Fundamental to great product management is identifying and designing solutions for the unmet need of users and prospects. I always found that Joni had a knack for ... See more

[Show more](#) ▾

## Accomplishments

**10** Patents

Media sharing across service providers • Activity Reset • Media container addition and playback within queue • Multi-Household Support • Systems and Methods for Networked Music Playback • METHODS AND APPARATUS TO MANAGE ZONES OF A MULTI-ZONE MEDIA PLAYBACK SYSTEM • Grouping Zones • Ungrouping Zones • Methods and System to Share Media • Multi-household support



